

# ENT 350: Introduction to Entrepreneurship

Spring 2021

Section 004

Tuesday/Thursday 8:10 - 9:25am

Online

## Instructor:

Professor Ashley Y. Roccapiore

## E-mail:

ashley@utk.edu

## Office:

534 Stokely Management Center

## Zoom Office Hours:

Tuesday & Thursday  
9:30am-10:30am (by appointment)

## Course information

Credit Hours: 3

## Prerequisites:

None.  
Please refer to the online catalog and check with your academic adviser to ensure that you have met all requirements for enrollment in ENT 350.

## Registration

### Restriction(s):

Minimum student level – junior.

## Credit Restrictions:

Students may not receive credit for both ENT 350 and EF 357.

## Catalog Description:

This course is an introduction to entrepreneurship with an emphasis on identifying, evaluating and developing new venture opportunities. Topics include opportunity identification and evaluation, customer discovery, feasibility analysis, financing the venture, and building a compelling story.

## Course Materials and Textbook:

**Textbook:** Entrepreneurship, Successfully Launching New Ventures, 5th ed. Barringer, Bruce R. and R. Duane Ireland, Pearson, © 2016 (ISBN10: 0-13-379719-8)  
eBook version: Automatically included in Canvas.

**Case Studies:** We will have multiple case discussions over the semester. Some of these cases must be purchased from the Harvard Business School Case Library and can be found here: <https://hbsp.harvard.edu/import/686467>

## Course Objectives:

1. Students should figure out "is entrepreneurship for me?" We will try to help you answer this question by active and vicarious learning. Through reading, personal interaction with entrepreneurs, and personal experience, students will understand the challenges and rewards of being an entrepreneur and be able to evaluate if this path is compatible with their long term goals and personal strengths.
2. Seeing things others miss and then being willing to act are the essence of entrepreneurial behavior. Students will explore ways to identify and evaluate opportunities. They will become familiar with the concepts and research behind the feasibility analysis and the steps needed to move forward in implementing an entrepreneurial endeavor.
3. The "Value Proposition" succinctly defines the business model and the need for the business. Students will learn to define and implement an effective business model, build on strong ethical and legal foundations, and determine strategies for the firm's growth.
4. Entrepreneurs are heavily involved in the financial arena. This area will be examined in with respect to understanding the cost of the startup, cash flow breakeven and exit strategy

## Class Participation:

Given the COVID-19 Pandemic, class structures will be dynamic and adaptive. That being said, students are expected to attend all online lectures as instructed. Participation in class is mandatory. Students are expected to be actively involved, participate in class sessions, and work with their teammates regularly. Any material not covered in class will be provided to students and it is the responsibility of the students to learn this content and ask questions when they do not understand.

If you are feeling ill, please let me know as soon as possible prior to the class session and assigned due dates so we can make accommodations.

## Academic Honesty:

All students taking this course have agreed to the Honor Statement and Standards of Conduct set forth in Hilltopics and the disciplinary procedures set forth thereafter. In particular, students acknowledge that they have read and understand the University's policy on Academic Honesty.

The University of Tennessee expects each and every student to maintain the highest principles of academic honesty and integrity. Violations of academic honesty represent a breach of the University's expectations and will be vigorously pursued to the fullest extent of university policy. Violations include, but are not limited to: plagiarism, cheating, unauthorized collaboration, falsification, and multiple submissions. The penalty for violations of academic honesty is an "F" in this course and may result in suspension from the university.

## Grading Policy:

All grades will be posted on Blackboard. It is the student's responsibility to earn their grade in the course and to know where they stand by checking Canvas. Final grades will not be rounded. Grading in this course will follow the grading scale based on the percentages below:

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
Percent	93.4 to 100	90.0 to 93.3	86.7 to 89.9	83.4 to 86.6	80.0 to 83.3	76.7 to 79.9	73.4 to 76.6	70.0 to 73.3	66.7 to 69.9	63.4 to 66.6	60.0 to 63.3	Below 60.0

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## Disability Statement:

Any student who feels they may need an accommodation based on the impact of a disability should contact Student Disability Services in Dunford Hall, at 865-974-6087, or by video relay at, 865-622-6566, to coordinate reasonable academic accommodations.

## Course Communication:

University and federal regulations mandate that some issues can only be communicated through your UT email address. It is the student's responsibility to check their UT email frequently. Both email and Canvas should be checked at least daily; all schedule changes will be sent through these communications.

## Copyright:

Sharing any of this material without the written permission of the instructor is a violation of copyright law, and is therefore also a violation of the University's policy on acceptable use of information technology resources (UT policy number ITo110). That policy states that students will not commit copyright infringement, "including file sharing of video, audio, or data without permission from the copyright owner" and that file sharing is a violation of the university's student code of conduct. I will report all such violations to the Office of Student Conduct and Community Standards.

## Assignments:

All Written Assignments are to be uploaded in CANVAS in .PDF or .DOC unless specified otherwise. Assignments should be typed, double-spaced, using 1" margins and 12 font size. Grading criteria include content and proper grammar, sentence structure, spelling, punctuation, etc. **No late assignments will be accepted.**

**Team Assignments:** The majority of your grade in the class will be made up of your performance on a team project. Most of your career after graduation will consist of working on a team (whether that be in a new venture or corporation), so this is an opportunity to find your strengths and learn how to overcome obstacles. The team project will be broken up into parts to make it more manageable throughout the semester.

- **Formation:** Teams are formed through a survey process that balances a number of factors including schedule, gender, academic major and others. You will be made aware of your team by the second week of the semester.
  - **NOTE:** Students may "fire" a team member if extreme circumstances warrant it. Please discuss this option with the instructor if you feel it is necessary. Each student is expected to be an active member of his/her group.
- **Participation:** A peer evaluation will be conducted for every team assignment. This will factor into your grade for every team assignment, to prevent social loafing!
- **Presentations:** Students will make several presentations. These presentations must be done on the day assigned and cannot be made up. Team based presentations require presence of every member, even if every team member is not presenting. Some of these presentations may be online through Zoom.

**A schedule with all topics, assignments, and due dates is posted on Canvas**

	Weight	Points	Responsibility	Assigned	Due Date
Class Attendance & Participation	10%	100	Individual	Various	Various
Discussion Board Engagement	5%	50	Individual	Various	Various
Quizzes	5%	50	Individual	Various	Various
BUGS List	5%	50	Individual	1/21	1/29
Elevator Pitch	5%	50	Individual	1/29	2/5
Shark Tank Analysis	5%	50	Individual	3/18	4/2
Team Participation	15%	150	Individual	Various	Various
<b>Business Model 1:</b> Resources - Business Thesis & Resource Analysis	5%	50	Team	2/4	2/19
<b>Business Model 2:</b> Core Strategy - Customer Discovery & Strategy Analysis	5%	50	Team	2/18	3/12
<b>Business Model 3:</b> Financials - Pro Forma Statement & Financial Analysis	5%	50	Team	3/16	4/2
<b>Business Model 4:</b> Operations - Operations Analysis & Final Report	5%	50	Team	4/1	4/16
\$5 Challenge	5%	50	Team	2/23 & 2/25	3/5
Feasibility Analysis	10%	100	Team	3/2	3/19
Final Presentations	15%	150	Team	4/6 & 4/8	4/23
<b>Totals</b>	<b>100%</b>	<b>1000</b>			